

FAX

R. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Edison, N.J. 08837

Date 1/6/97

Number of pages including cover sheet 3

To:

Don Fitzgerald

Phone

Fax Phone 910-741-4606

CC: Mark Young

From:

Lanny Wolfe

Phone 908-225-4774

Fax Phone 908-417-9076

Voice Mail 800-757-8255 Ext. 48795

REMARKS:

☐ Urgent ☐ For your review ☒ Reply ASAP ☐ Please comment

Dear Don,

I would appreciate approval for the attached requests for private label brands for King Vending and Eisler & Co.

Thanks for your help.

Happy New Year!

Lanny

51849 4015

FORSYTH PRIVATE LABEL REQUEST

ACCOUNT NAME: EISLER & Co. Inc. INDIRECT RETAIL CHAIN
 ADDRESS: 252 MAIN ST. ✓ DIRECT ACCOUNT
 (No P.O. Boxes) WEST ORANGE, N.J. 07052 DIRECT RETAIL CHAIN
 CHAIN ID/DA # 176640

IF CHAIN: AVG. INDUSTRY CPW PRESENT LOWEST PRICED BRAND
AVG. RJR CPW PRESENT LOWEST PRICED BRAND
AVG. CPW
IND. FP CPW
IND. BS CPW
STORES

(SUPPLIER(S) NAME AND #)

STORE TYPE _____ (C/S, SM, ETC.)

RJR MERCHANDISING PLAN: YES NO

IF D/A: PRESENT P/L BRAND(S) NONE
 ANN. RJR DOLLAR VOL. \$1,672,531 PRESENT P/L ANN. CASE VOL. 1000

RATIONALE FOR PRIVATE LABEL: SHARE OF SAVINGS: BAT 46.0%
RJR 25.5%

THIS WILL BE EISLER'S FIRST 3RD TIER BRAND, WILL GIVE RJR THE
OPPORTUNITY TO DOMINATE THE CATEGORY.

COUNTIES AND STATES NEEDED: ALL NEW JERSEY

LAWY WOLFE 1240
 INITIATOR'S NAME & DIV. # _____ AVP SIGNATURE _____
 (Please Print)
 VOICE MAIL # 48795 RETAIL BONUS \$ _____

(CALCULATED BY S/A OFFICE)

FOR FORSYTH USE ONLY

DATE RECEIVED _____
 BRAND AVAILABLE _____ PLACED ON HOLD UNTIL _____
 PICTURE/UPC'S SENT YES NOT YET AVAILABLE (NEW BRAND)
 BLANK AGREEMENT SENT _____

MESSAGE CONFIRMATION

RECEIVED BY TELETYPE

11-20-67

DATE	TIME	FROM	TO	REMARKS
11-20-67	11:00	WASH DC	WASH DC	URGENT

51849 4017